



LA Fashion District BID Board of Directors Meeting

Thursday, May 18, 2017 at 11:45 a.m.

110 E 9th St Suite A-1175, Los Angeles, CA 90079

AGENDA

1. Public Comment
2. Welcome & Introductions
3. Approval of Minutes: April 20, 2017 Attachment 1
4. Financial Committee Report Attachment 2
 - a. **ACTION ITEM:** Approval 2018 Alleys Overlay Assessment Rate Attachment 3
 - b. **ACTION ITEM:** Approval of 2018 Assessment Rate
5. Presentation: Skid Row Housing Trust on proposed new 7-story permanent supportive housing development at 519 East 7th Street- Cecila Ngo, Project Manager
6. Chairman's Report,
7. Renewal Committee Report – L. Becker
8. Executive Director's Report Attachment 4
 - a. Beacon Economics Proposal for Research Attachment 5
 - i. **ACTION ITEM:** Possible Approval to contribute up to \$4000
 - b. Miscellaneous Items to Report
9. New Business
10. Adjourn

The agenda and information materials are available for review in the BID office at the address below.

Next Board Meeting date*:

No Schedule Board Meeting in June

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LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, April 20, 2017 at 11:45 a.m.

Board Members Present: Linda Becker, Mark Chatoff, Matthew Haverim, Elisa Keller, Yul Kwon, Jessica Lewensztain, John Remeny, Laurie Rosen, Laurie Sale, Suzette Wachtel

Board Members Absent: Steve Hirsh, Lisa Korbatov, Mark Levy, Bradley Luster

Guest(s) Present: Ariana Nussdorf – LA Fashion District Resident, Josh Kreger – South Park BID

- 1. Public Comment:** None
- 2. Welcome & Introductions:** Attendees went around the room and introduced themselves.
- 3. Approval of Minutes:** February 16, 2017: Linda Becker moved to approve the minutes from the February 16, 2017 meeting. Jessica Lewensztain seconds. The motion is approved by unanimous decision.
- 4. Financial Committee Report:** Fabio Vasco, CPA from GTL, LLC presented and reviewed the 2016 audit results with the Board of Directors. Based on his findings, Fabio had no recommendations or suggested improvements for current financial procedures. Board Members discussed audit results with Mr. Vasco. Linda Becker informed Members the Financial Committee recommends approving the 2016 audit.
 - a. ACTION ITEM:** Matthew Haverim moved to approve the 2016 audit as prepared by Fabio Vasco of GTL, LLC. Laurie Sale seconds. The motion is approved by unanimous decision.
 - b. Review March 2017 YTD Financials:** Jose Gonzalez distributed the YTD financials pointing out all expenses are currently under budget due to conservative spending by BID Management. Board Members reviewed the report.
- 5. Presentation:** Josh Kreger, Director of Real Estate & Planning, South Park BID presented Board Members with the East-West Downtown Transit Corridor Proposal to connect South Park, Fashion, and Arts Districts via a transit system. The proposed project is in the initial conception phase, and the next step would be finding resources to conduct surveys of the project area. For a copy of the presentation slides, please email Jasmine (jasmine@fashiondistrict.org).
- 6. Chairman's Report:** Mark Chatoff gave a brief summary of the Board Retreat announcing that, surprisingly, the group came to the conclusion more advocacy for the BID is needed. Chatoff requested Board Members volunteer to work on setting the BIDs Advocacy Agenda. Laurie Rosen, Laurie Sale, Ariana Nussdorf, and Steve Hirsh volunteer to sit on the committee.

Chatoff announced that Debbie Welsch submitted her resignation from the Board of Directors, as

she's no longer no longer employed at Capital Foresight. Based on the 2016 Board Election results, he will appoint the person with the next highest votes to complete Debbie's term.

7. **Renewal Committee Report:** Linda Becker announced the next BID Renewal Meeting will be April 27, 2017 at 10 am in the BID Admin Office. The meeting will focus on establishing a 2019 budget, the Assessment Methodology, possible expansion/cut-off of the District, and zone changes.
8. **Executive Director's Report:** Rena Leddy announced that the LA Treasures Luncheon will be held on May 11th at 11am where the District sponsors a table each year. A sign-up sheet was distributed for those who would like to attend the event.
 - a. **DTLA 2040 Community Plan:** A letter to Brian Eck, from CCA's DTLA 2040 Committee, will be submitted concerning what is being proposed for the DTLA 2040 community plan. The Fashion District's comments are included regarding flexibility of zoning and building use. Please see the letter in the attached packet.
 - b. **Santee Alley Restroom Maintenance:** Last year the Santee Alley Association undertook a project to remodel the sole public restrooms used to service the Santee Alley. The Fisch Properties volunteered to take responsibility for the updated construction necessary to put the restrooms in order. During the process, Association Members requested a maintenance proposal for a restroom attendant to be provided by the BID. Based on the proposal, the Association is requesting the BID assist with 25% of service costs. The shared cost would initially come from already allocated MTA matching funds that were set aside for capital improvements in the area bound by Olympic to Pico, Maple to Santee. In 2019 the cost could be included as a line item in the BID budget. This will be a one-year commitment to be revisited as we evaluate the project in the future.
9. **New Business:** None

10. Adjourn: The meeting adjourned at 1:53 pm.

MEMORANDUM

To: Fashion District – Board of Directors
From: Fashion District – Management
Date: 5/3/2017
Re: 2018 Santee Alley Overlays' Assessment Adjustment

North Alley Overlay

The North Alley Overlay property owners met on 5/3/2017 and approved to increase their billed 2018 Overlay Assessments by 8.00% to \$301,105.

South Alley Overlay

The South Alley Overlay property owners met on 5/3/2017 and approved to increase their billed 2018 Overlay Assessments by 2.00% to \$313,452.

MEMORANDUM

To: Fashion District BID – Board of Directors

From: Fashion District BID – Management

Date: 5/18/2017

Re: 2018 BID Assessment Adjustment

As the cost of labor continues to increase due to the year-over-year minimum wage increases (10.4% increase in 2018), Management recommends that the 2018 BID assessment rates be increased by 4%.

As it has become clear in the BID Renewal Committee meetings, this 2018 increase will help lessen the 2019 New BID assessment adjustment that will be necessary to maintain existing Clean & Safe Services while adding additional services of marketing and advocacy.

Note:

In 2012, the BID was able to realize significant cost savings and slow down the rate of labor cost increases in the Clean Team by changing vendors to Chrysalis, which provides transitional work opportunities to homeless and low-income individuals. Now due to the minimum wage increases, most of the impact is being realized in our Clean Team, where currently 91% (32 persons) of the personnel either earn the minimum wage or just above the minimum.

Executive Director's Report – May 19, 2017

Advocacy

DTLA 2040- CCA Committee Meeting

Ren and Board members Chatoff, Keller and Levy attended the CCA DTLA 2040 Committee to address the proposed changes to the Community Plan and to ensure that the Fashion District's interests are well represented. Bryan Ek, the City Planner charged with the Community Plan update was in attendance and he welcomed our comments regarding the changes to the District. We also expressed that while parking requirements might be going away for new developers, small businesses will still need to be supported by creating accessible parking. We encouraged the City to include shared public parking garages, like those found in Old Pasadena or Santa Monica. Ek also said that Street Standards will be updated, which presents an opportunity to convert some under-performing and unsafe one-way streets back to two-way service. The group was encouraged to hear that the City hopes to move away from rigid requirements and to rely more on incentives to push forward their vision.

The public benefits or “value capture” component of DTLA 2040 was also discussed, and City staff are welcome to input on how best to structure such a program. CCA has been following the development of similar programs like that found in the Exposition Corridor Transit Neighborhood Plan, and is advocating for a simpler, more predictable approach to community benefits. Attendees also asked City Planning to be sure that any such requirements were not layered on top of existing fees or requirements such as Quimby fees or the proposed linkage fee.

Housing production, affordability, and homelessness were identified as high priorities to address in the community plan update. Suggested improvements included: added residential capacity throughout Downtown, process/bureaucracy improvements at City Hall, removal of parking minimums, and tiering projects off of the community plan's EIR. CCA members are encouraged to offer other suggestions that will promote affordability in DTLA and help reduce homelessness and the concentration of poverty.

Looking ahead, the Planning department hopes to release the community plan text in early summer, to have the new zoning code (re:code LA) ready by August/September, and to publish the draft EIR in late 2017/early 2018. CCA members are invited to the DTLA 2040 Working Group's next meeting on May 19th from 10 to 11:30 a.m., which will have a special focus on Downtown mobility.

Measure H Implementation Meeting

Measure H was approved by the voters in March 2017 and will generate approximately \$355M per year for 10 years to end homelessness. Funding is focused on the following areas: a coordinated countywide outreach program, expanding bridge and crisis housing and building the Coordinated Entry System.

Due to the great challenge of siting new homeless facilities, the County, in partnership with United Way, hired a consultant to research and develop an effective and consistent message to address community concerns.

City Market South

Rena attended two public hearings in support of the City Market South project. The restaurant Rossoblu has a quiet opening on May 11th . To see more of the project check this link: <http://urbanize.la/post/checking-city-market-south>

Tribune Real Estate Holdings Co.

Rena met with 4 members of Tribune Real Estate Holdings, including the President, last week, to give them a tour of the District. They were surprised and excited by the all the new developments.

Clean and Safe

Meetings with UPS

Staff has been meeting with UPS every other week to ensure that they provide the services that they promised. We are currently down two people but UPS feels confident that the positions will be filled quickly. Additionally, UPS is going to offer advanced training to our senior level Team members, LGBT training and they are working with Eponics to upgrade our handheld devices and data collection. We hope to have UPS contribute to the cost of the devices and data services.

Marketing & Communications

Brand Marketing Plan

Ariana has spoken to 25 various brand and marketing companies about working with the Fashion District on creating a brand marketing campaign. We sent an RFP out and have received 9 proposals. Staff narrowed the proposals to 3-4 and ask them to give a presentation to the Image and Communications committee. The Committee chose Haines & Co. We are working on the contract.

Update - Fashion District Banners

After inventorying the district and determining where light poles exist and which ones would be the most appropriate to use to install banners, the District is hiring AAA banners. We are delaying installation until the Branding Work is complete.

Marketing Stats for 1st quarter

- **Website**-Visitors: 132,732
- **Facebook**- New followers: 971; Total: 49,043
- **Twitter**-New: 205; Total Followers: 9,436
- **Instagram**-New: 1625; Total: 21,647
- **Pinterest**-New: 207; Total: 5,260
- **Snapchat**-Average views per post: 100

Little Damage on Spring Street is the Hot New Thing!

Little Damage at 700 S. Spring Street has been highlighted in Buzzfeed and Cosmopolitan Magazine recently.

See links:

https://www.buzzfeed.com/laraparker/charcoal-ice-cream-is-a-thing-now-and?utm_term=.idRne0YN0#.ljkwlM5I

<http://www.cosmopolitan.com/food-cocktails/a9571757/goth-ice-cream-trend/>

Memo

May 11, 2017

To: LA Fashion District Board

From: Rena Leddy, Executive Director

RE: Motion to Contribute to CCA Demographic and Employment Data for Downtown

CCA is looking to engage Beacon Economics to provide employment and demographic data for Downtown LA. The goal of the proposed research is to set a benchmark for future estimates of growth, and to inform our policy discussions and advocacy based on the most accurate and up-to-date information available. Attached is the proposed agreement with Beacon, which is still in draft form and pending approval from the CCA board.

In order to make this useful to the downtown BIDs, CCA has asked Beacon to break out the jobs and demographic data at the BID level as well. There is an incremental cost associated with each BID that is added. **Any BIDs interested in participating bear a share of the total cost, up to \$4,000 each.** This cost may be reduced if more BIDs participate in the cost. Note that the “Geo-Spatial Analysis” row will not be included in this contract, so the maximum possible cost for this contract is \$35,250 (\$10,000 for Detailed Employment Analysis, \$5,000 for Resident Demographic Information, and 9 x \$2,250 for BID subregional breakouts).

CCA staff will also be available to assist any of the participating BIDs with interpreting the data or other follow-up after Beacon’s work is complete. This is an inexpensive way for us to begin to gather the baseline data that the Fashion District needs and could use when its economic development and business recruitment marketing.

5777 West Century Boulevard | Suite 895
Los Angeles | California | 90045



Credit: "Start Something" by Dylan, CC BY 2.0

PROPOSAL Central City Association

Employment Analysis Report

PREPARED FOR

Central City Association of Los Angeles

626 Wilshire Blvd

Los Angeles, CA 90017

SUBMITTED

5/05/2017

- I Project Approach
- II Professional Fees & Terms

Contact + 1 424 646 4656
Email sherif@beaconecon.com
Website www.beaconecon.com

Beacon Economics, LLC

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PROJECT APPROACH

INTRODUCTION

Beacon Economics proposes to provide the Central City Association of Los Angeles (CCALA) with an economic research report outlining employment and demographic trends in the Downtown Los Angeles region (Downtown). The report will include a one-to-two page narrative on broader employment and demographic trends in Downtown, followed by a brief, bullet-point styled analysis of the employment and demographic indicators outlined below.

SCOPE OF WORK

A. Detailed Employment Analysis

- Beacon will leverage confidential, establishment-level payroll records provided by the California Employment Development Department to conduct a detailed analysis of employment in Downtown*. The analysis will cover data from 2008 through the most current data available (currently Q2-2016) and will include:
 - Total Private Employment in Downtown; (Total Public Employment Downtown if possible)
 - Total Private Employment growth (year-over-year) in Downtown and the City of Los Angeles;
 - Annual Private Wages in Downtown; (Annual Public Wages in Downtown If Possible)
 - Annual Private Wage growth (year-over-year) in Downtown and the City of Los Angeles;
 - Total Private Employment by Industry in Downtown, including a comparison of industry growth in the City of Los Angeles;
 - Annual Wages by Industry in Downtown, including a comparison of industry growth in the City of Los Angeles;
 - Total Private Employment in major sub sectors, including a comparison of sub-sector growth in the City of Los Angeles; and
 - Total Private Employment and Annual Wages by establishment size.

*Use of this data is contingent on CCALA receiving prior approval from Jan Perry at the City of Los Angeles Economic & Workforce Development Department.

B. Beacon proposes to include the following geospatial components within the Detailed Employment Analysis:

- A map of all establishments in Downtown coded by major employment industry, (ON HOLD)
- Two industry overlay maps focusing on two of Downtown's major employment industries, (ON HOLD)
- A replication of the graphics and brief-bullet styled analysis contained in part (a) for one sub-geography** within Downtown, barring confidentiality restrictions. Additional sub-geographies can be added to the report at a fixed rate of \$2,250 apiece. (Data only)

**Examples of possible sub-geographies include major transit corridors (e.g. light rail, commercial streets), specific destinations (e.g. Disney Hall), and pre-defined neighborhoods and communities (e.g. Koreatown). Sub-geography availability will be limited by confidentiality restrictions on the data imposed by the California Employment Development Department.

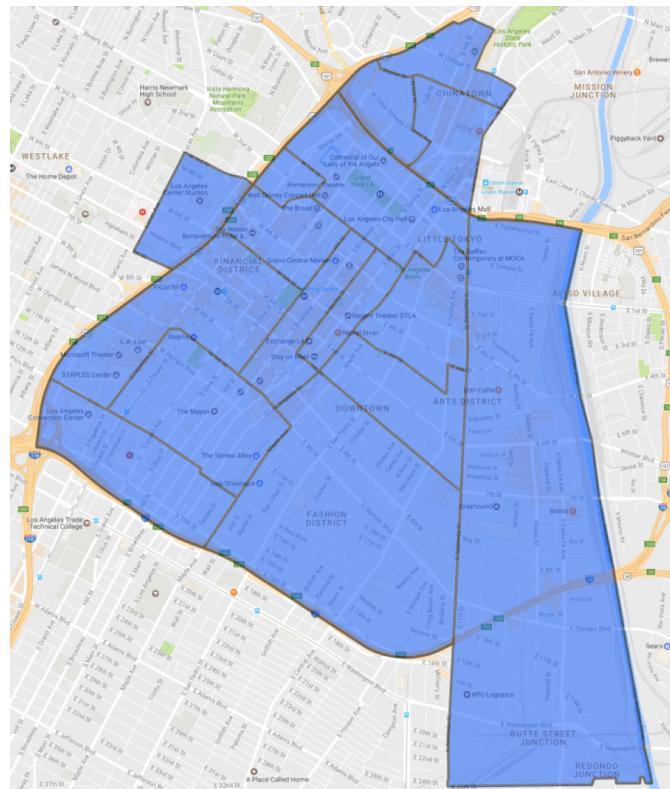
Resident Demographic Information

U.S. Census Bureau data will be used to analyze the local demographics in Downtown. This component of the report will utilize Census Tract-level data and PUMA level data from the 2000 Decennial Census, and the 5-year American Community Survey Samples from 2006-2010 and 2011-2015, and the 2015 1-year PUMS data from the American Community survey to report on the population, income, housing, and employment characteristics of local residents. This analysis will include:

- Population Characteristics — Population, Age Statistics, Educational Attainment;
- Income Characteristics — Median Household Income, Share of Households by Income Bracket, and Public Assistance Statistics;
- Housing Characteristics — Housing Units, Owner-Occupied Housing, Housing Vacancy Rate, Age of Structure, and Tenure in Current Home; and
- Condo Sales - A data pull of Condo Sales (new and existing) and Median Prices by (7) downtown zip codes.
- Resident Employment Characteristics: Employed Workers, Unemployment Rate, Commute Time, Public Transit Commuters, and Workers by Top Occupations.

Downtown Los Angeles Geography

The Downtown region has in the past been defined by a collection of Census Tracts (see screenshot below). The Downtown region includes the following Census Tracts: 206031, 206200, 206300, 207101, 207102, 207103, 207301, 207302, 207400, 207501, 207502, 207710, 207900, 209200, 224010, 226002. The Downtown region is most closely identified by PUMA 03744, this area is used to extrapolate values from the 2015 1-year PUMS data, giving us a more up-to-date picture of key demographic metrics. Additionally, BID level areas would have margins of error that are so large as to be meaningless for certain indicators, as such only headline numbers for population, median/average income, and housing units will be reported. Any changes to the Downtown geography must be approved prior to the commencement of work on the report.



DELIVERABLES & PROJECT TIMELINE

Beacon Economics proposes to deliver the report within 45 days of the execution of this agreement and receipt of all applicable data.

PROFESSIONAL FEES

Beacon Economics can provide its report as described at the following prices:

Description	Cost	Please Initial Choices
Detailed Employment Analysis	\$10,000	
Geo-Spatial Analysis	\$10,000	
Resident Demographic Information	\$5,000	
Add Subregional Breakouts (\$2,250 per BID). # of BIDS _____	\$	
Total- Please total choices here:	\$	

ACCEPTANCE

If the above proposal by Beacon Economics, LLC is acceptable to the Central City Association, please sign this Agreement and return to Sherif Hanna by fax to 424-646-4660 or by email to sherif@beaconecon.com.

Central City Association

Signature

Printed Name & Title

Date

Beacon Economics, LLC:

Signature
Sherif Hanna, Managing Partner

Date